



UNITED STATES INFORMATION AGENCY

WASHINGTON 20547

CONFIDENTIAL

May 19, 1972

MEMORANDUM FOR: Ambassador Sullivan

Subject: Potential for Expanded VOA Broadcasts to North Viet-Nam

VOA could more than double its broadcasting to North Viet-Nam using existing radio facilities. This could be done very quickly and trade-offs, in our view, would be minimal.

Our million-watt medium wave transmitter operation in the Philippines could be increased from 5 to 8 hours per day, and the 50,000 watt medium wave transmitter at Hue could double its time on the air from 6 to 12 hours per day. Our short wave air time with 750,000 watts from the Philippines could be expanded from 5 to 13 hours daily.

The acquisition of additional staff, and the continued rental of a 24-hour satellite link (at \$26,000 per month), would be the main costs involved. Seven additional staffers are required to produce the first additional half hour of new programming. As more increments of new programming are added, the need for additional people drops, but only marginally. If we only wish to repeat old or canned programming (like music), only 2-3 additional staffers are required for each additional half hour of air time.

Program-wise, the only trade-offs required to move to our maximum technical capacity in North Vietnamese would be to switch English to East Asia to lower power transmitters, and to terminate our one-and-one-half hour breakfast show currently styled for South Vietnamese audiences.

State Dept. review completed

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It should be noted that hard hitting program content is at least as important as additional air time. For instance, the BBC is considered an important news source in Viet-Nam, yet it only broadcasts 45 minutes per day in Vietnamese.

If our programming is to have maximum impact, we must routinely be permitted to use declassified military information on an exclusive basis.

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Kent Crane
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(East Asia and Pacific)

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